Combined Texaco, Burger King store opens

Star Enterprise, refiner and marketer of Texaco-branded products, has entered into an agreement with Richard and Dawn Myers, Burger King franchisees, to co-develop a Texaco-branded convenience store location combined with a Burger King restaurant in Weatherford, Texas, near Ft. Worth. The Grand Opening was held October 13 at 1:00 p.m.

The facility contains a System 2000 station with six multi-product dispensers, and a full-size Texaco-branded food mart and Burger King sharing a common atrium entrance. Forty-five parking spaces are available on the 90,000-square foot lot, including parking for 18-wheelers, campers and buses. The outlet also has an indoor playground area for children.

The opening of this Burger King restaurant marks the 75th dual use concept in the Burger King system. First launched in November 1991, dual use concepts allow the brand to be utilized in non-traditional locations. Gasoline service stations and convenience stores represent a large development opportunity for Burger King Corporation.

Equipped with card readers, three of the Texaco-branded System 2000 multi-product dispensers at the station dispense diesel fuel and three dispense Unleaded Regular (87 octane), Power Plus (89 octane) and Power Premium (92 octane) CleanSystem3 Gasolines.

The newly designed Burger King 74 unit with vivid exterior colors and polished metal pillars has seating for 80 and feature the chain's standard drive-through windows. The restaurant serves the regular Burger King menu items plus hand-dipped ice cream.

The facility, Star Enterprise's first co-development with a hamburger fast food chain at a company-owned location, is expected to be a template for fast food outlets co-developed by the company with franchisors in the future.

Democrat photo by Teresa Cox

GRAND OPENING — Burger King Franchisees Richard and Dawn Myers (right) and Jim Traskell of Star Enterprise (left) cut the ribbon at the grand opening Thursday of the Burger King/Texaco Food Mart at I-20 and Highway 51. The business combines a Texaco gas station and food mart with a regular Burger King, joined by a common atrium entrance.

"We expect to greatly increase traffic at this facility by combining two widely recognized trademarks in one location," said Jim Traskell, Star Enterprise Texas marketing manager. "We think customers are really going to appreciate the convenience of being able to purchase gasoline, branded fast food and convenience store items all in one stop."

"We're very excited about this opportunity with Star Enterprise," said Myers. "This is our first co-development project, and Dawn and I think it will be a positive economic venture for both brands. If it works as well as we think it will, we'll be looking for similar opportunities in the future."

The Myers' company, R.F.M. King, Inc., has been a Burger King franchisee for 18 years. The company operates the food mart and gasoline portions of the Weatherford outlet for Star Enterprise on a contractor basis. Headquartered in Granbury, the company also owns and operates Burger King franchises in Granbury and Stephenville.

Star Enterprise has five co-developed facilities with Blimpie International in Florida and one with Dunkin' Donuts in New Jersey. The company is currently pursuing relationships with a variety of other well-known fast food chains throughout its 26-state operating area as a major strategic objective into the next decade.

"We're constantly looking for ways to generate additional revenue," said Joe Bernitt, Star Enterprise vice president of marketing. "One of our strategies to sell more gasoline is to expand product lines at company-owned locations which should attract more customers. Co-development agreements are going to play an increasing role in our business and in the businesses of our Texaco-branded wholesalers and retailers from now on."

Burger King Corporation is a subsidiary of Grand Metropolitan PLC, one of the United Kingdom's largest international companies. Grand Met is a world leader in the food and drinks sector, with sales of $12 billion. Other U.S. subsidiaries of Grand Met include The Pillsbury Company, Haagen-Daz, ALPO Petfoods, Carillon Importers, Heublein, Inc., The Paddington Corporation and Pearle, Inc. Burger King Corporation and its franchisees operate more than 7,400 restaurants in 51 countries worldwide. In fiscal year 1993, Burger King had systemwide sales of $6.7 billion.

Headquartered in Houston, Star Enterprise is a joint venture between subsidiaries of Texaco Inc. and Saudi Aramco. The company refines and markets Texaco-branded petroleum products in 26 East and Gulf Coast states and the District of Columbia.

MIKE PINK
HEARING AIDS
1710 Santa Fe Drive
Weatherford, TX 76086
599-4301 or 1-800-371-3904